

Mushrooms

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All Mushroom Sales Exceed \$1 Billion in Value

Sales of the 2011-2012 United States mushroom crop totaled 900 million pounds, up 4 percent from the 2010-2011 season. Value of sales for the 2011-2012 United States mushroom crop is \$1.10 billion, up 8 percent from the previous season. The number of growers, at 279, is down 9 from last season. The average price is \$1.22 per pound, up 4 cents from a year ago.

Agaricus and Specialty Mushroom Number of Growers, Sales, Price, and Value – United States: 2009-2010, 2010-2011, and 2011-2012

		All sales				
Year	Growers ¹	Volume of sales	Price per pound ²	Value of sales		
	(number)	(1,000 pounds)	(dollars)	(1,000 dollars)		
2009-2010 2010-2011 2011-2012	317 288 279	792,493 863,762 899,928	1.170 1.180 1.220	923,889 1,017,884 1,099,096		

¹ Number of growers counted once if growing both Agaricus and specialty mushrooms.

² Prices for mushrooms are the average prices producers receive at the point of first sale, commonly referred to as the average price as sold. For example, if in a given State, part of the fresh mushrooms are sold F.O.B. packed by growers, part are sold bulk to brokers or repackers, and some are sold retail at roadside stands, the mushroom average price as sold is a weighted average of the average price for each method of sale.

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Contents

Agaricus Mushroom Area, Sales, Price, and Value – States, Regions, and United States: 2009-2010, 2010-2011, and 2011-2012	4
Agaricus Mushroom Sales, Price, and Value by Utilization – States, Regions, and United States: 2009-2010, 2010-2011, and 2011-2012	5
Agaricus Mushroom Number of Growers, Sales, Price, and Value – States, Regions, and United States: 2009-2010, 2010-2011, and 2011-2012	6
Agaricus Mushroom Yield and Dollar Volume per Square Foot of Growing Area – States, Regions, and United States: 2009-2010, 2010-2011, and 2011-2012	7
Brown Mushrooms (Portabello and Crimini) Number of Growers, Sales, and Value – Regions and United States: 2009-2010, 2010-2011, and 2011-2012	7
Agaricus Mushroom Sales and Percent of Total – United States: 2002-2012	8
Agaricus Mushroom Volume of Sales – United States Chart	8
Agaricus Mushroom Price and Value by Utilization – United States: 2002-2012	9
Agaricus Mushroom Value of Sales – United States Chart	9
Agaricus Mushroom Number of Growers, Area in Production, Yield, and Dollar Volume per Square Foot – United States: 2002-2012	10
Agaricus Mushroom Number of Growers – United States Chart	10
Agaricus Mushroom Growing Area Intended for Production by Utilization – States, Regions, and United States: July 2012-June 2013	11
Agaricus Mushroom Number of Growers by Sales Category – United States: 2010-2011 and 2011-2012	11
Specialty Mushroom Number of Growers, Total Production, Volume of Sales, Price, and Value of Sales by Variety – United States: 2009-2010, 2010-2011, and 2011-2012	12
Specialty Mushroom Area in Production by Variety – United States: 2009-2010, 2010-2011, and 2011-2012	13
Mushroom Comments	14
Statistical Methodology	15
Information Contacts	15

Agaricus Mushroom Area, Sales, Price, and Value – States, Regions, and United States: 2009-2010, 2010-2011, and 2011-2012

State, region ¹ ,	Area in p	roduction	Volume	Price	Value
and year	Growing area	Total fillings	of sales	per pound ²	of sales
	(1,000 square feet)	(1,000 square feet)	(1,000 pounds)	(dollars)	(1,000 dollars)
California					
2009-2010	2,787	17,967	111,672	1.640	182,629
2010-2011	3,389	19,842	117,879	1.660	195,908
2011-2012	3,438	20,499	121,354	1.710	208,118
Pennsylvania					
2009-2010	16,481	77,322	501,228	0.876	438,999
2010-2011	16,687	81,855	548,233	0.885	485,309
2011-2012	16,267	81,576	547,966	0.907	497,188
Washington					
2009-2010	310	1,146	12,970	1.690	21,952
2010-2011	310	1,146	12,430	1.650	20,530
2011-2012	310	1,146	11,895	1.620	19,255
Other States 3					
2009-2010	7,014	32,833	151,194	1.590	240,810
2010-2011	6,883	31,423	167,409	1.570	262,445
2011-2012	7,261	36,110	200,642	1.570	314,598
East					
2009-2010	18,113	90,053	553,285	0.931	515,177
2010-2011	18,209	92,712	612,156	0.941	576,292
2011-2012	19,174	98,812	645,291	0.995	641,875
Central					
2009-2010	3,201	15,332	77,354	1.730	133,707
2010-2011	3,180	15,787	82,760	1.720	141,979
2011-2012	3,451	14,815	84,998	1.730	147,126
West					
2009-2010	5,278	23,883	146,425	1.610	235,506
2010-2011	5,880	25,767	151,035	1.630	245,921
2011-2012	4,651	25,704	151,568	1.650	250,158
United States					
2009-2010	26,592	129,268	777,064	1.140	884,390
2010-2011	27,269	134,266	845,951	1.140	964,192
2011-2012	27,276	139,331	881,857	1.180	1,039,159

Regions - East: Delaware, Florida, Maryland, New York, Pennsylvania, and Tennessee. Central: Illinois, Missouri, Oklahoma, Texas, and Wisconsin. West: California, Colorado, Hawaii, Montana, Oregon, Utah, and Washington.

Texas, Utah, and Wisconsin. For 2010-2011, Other States include Colorado, Delaware, Florida, Illinois, Maryland, Missouri, Montana, New York, Oklahoma, Oregon, Tennessee, Texas, Utah, and Wisconsin. For 2011-2012, Other States include Colorado, Delaware, Florida, Hawaii, Illinois, Maryland, Montana, New York, Oklahoma, Oregon, Tennessee, Texas, Utah, and Wisconsin.

² Prices for mushrooms are the average prices producers receive at the point of first sale, commonly referred to as the average price as sold. For example, if in a given State, part of the fresh mushrooms are sold F.O.B. packed by growers, part are sold bulk to brokers or repackers, and some are sold retail at roadside stands, the mushroom average price as sold is a weighted average of the average price for each method of sale.
³ For 2009-2010, Other States include Colorado, Delaware, Florida, Illinois, Maryland, Missouri, Montana, New York, Oklahoma, Oregon, Tennessee,

Agaricus Mushroom Sales, Price, and Value by Utilization – States, Regions, and United States: 2009-2010, 2010-2011, and 2011-2012

Vaar		Fresh market			Processing	
Year, State, and	Volume	Price	Value	Volume	Price	Value
	of	per	of	of	per	of
region ¹	sales	pound ²	sales	sales	pound ²	sales
	(1,000 pounds)	(dollars)	(1,000 dollars)	(1,000 pounds)	(dollars)	(1,000 dollars)
2009-2010						
Pennsylvania	408,770	0.950	388,332	92,458	0.548	50,667
Other East	47,746	1.540	73,542	4,311	0.611	2,636
East total	456,516	1.010	461,874	96,769	0.551	53,303
Central total	69,967	1.810	126,563	7,387	0.967	7,144
California	109,689	1.650	180,987	1,983	0.828	1,642
Washington	12,640	1.720	21,741	330	0.640	211
Other West	21,143	1.430	30,307	640	0.966	618
West total	143,472	1.620	233,035	2,953	0.837	2,471
United States	669,955	1.230	821,472	107,109	0.587	62,918
2010-2011						
Pennsylvania	442,121	0.964	426,205	106.112	0.557	59,104
Other East	57,042	1.520	86,860	6,881	0.599	4,123
East total	499,163	1.030	513,065	112,993	0.560	63,227
Central total	73,218	1.820	132,974	9,542	0.944	9,005
California	113,865	1.690	192,432	4,014	0.866	3,476
Washington	12.055	1.680	20,252	375	0.740	278
Other West	20,200	1.440	29,116	526	0.698	367
West total	146,120	1.650	241,800	4,915	0.838	4,121
United States	718,501	1.240	887,839	127,450	0.599	76,353
2011-2012						
Pennsylvania	455,688	0.972	442,929	92,278	0.588	54,259
Other East	88,531	1.560	138,404	8,794	0.714	6,283
East total	544,219	1.070	581,333	101,072	0.599	60,542
Central total	78,024	1.800	140,153	6,974	1.000	6,973
California	119,445	1.730	206,640	1,909	0.774	1,478
Washington	11,711	1.630	19,089	184	0.900	166
Other West	18,028	1.260	22,632	291	0.526	153
West total	149,184	1.660	248,361	2,384	0.754	1,797
United States	771,427	1.260	969,847	110,430	0.628	69,312

Regions - East: Delaware, Florida, Maryland, New York, Pennsylvania, and Tennessee. Central: Illinois, Oklahoma, Texas, and Wisconsin. West: California, Colorado, Hawaii, Montana, Oregon, Utah, and Washington.

² Prices for mushrooms are the average prices producers receive at the point of first sale, commonly referred to as the average price as sold. For example, if in a given State, part of the fresh mushrooms are sold F.O.B. packed by growers, part are sold bulk to brokers or repackers, and some are sold retail at roadside stands, the mushroom average price as sold is a weighted average of the average price for each method of sale.

Agaricus Mushroom Number of Growers, Sales, Price, and Value - States, Regions, and United States: 2009-2010, 2010-2011, and 2011-2012

Year,			All sales	
State, and region ¹	Growers	Volume of sales	Price per pound ²	Value of sales
	(number)	(1,000 pounds)	(dollars)	(1,000 dollars)
2009-2010				
Pennsylvania	70	501,228	0.876	438,999
Other East	8	52,057	1.460	76,178
East total	78	553,285	0.931	515,177
Central total	9	77,354	1.730	133,707
California	15	111,672	1.640	182,629
Washington	(3)	12,970	1.690	21,952
Other West	` 7	21.783	1.420	30,925
West total	22	146,425	1.610	235,506
United States	109	777,064	1.140	884,390
2010-2011				
Pennsylvania	68	548,233	0.885	485,309
Other East	9	63,923	1.420	90,983
East total	77	612,156	0.941	576,292
Central total	10	82,760	1.720	141,979
California	15	117,879	1.660	195,908
Washington	$\binom{3}{3}$	12,430	1.650	20,530
Other West	7	20,726	1.420	29,483
West total	22	151,035	1.630	245,921
United States	109	845,951	1.140	964,192
2011-2012				
Pennsylvania	67	547,966	0.907	497,188
Other East	9	97,325	1.490	144,687
East total	76	645,291	0.995	641,875
Central total	7	84,998	1.730	147,126
California	15	121,354	1.710	208,118
Washington	$\binom{3}{3}$	11,895	1.620	19,255
Other West	7	18,319	1.240	22,785
West total	22	151,568	1.650	250,158
United States	105	881,857	1.180	1,039,159

Regions - East: Delaware, Florida, Maryland, New York, Pennsylvania, and Tennessee. Central: Illinois, Oklahoma, Texas, and Wisconsin. West:

³ Data included in Other West to avoid disclosing data for individual operations.

California, Colorado, Hawaii, Montana, Oregon, Utah, and Washington.

² Prices for mushrooms are the average prices producers receive at the point of first sale, commonly referred to as the average price as sold. For example, if in a given State, part of the fresh mushrooms are sold F.O.B. packed by growers, part are sold bulk to brokers or repackers, and some are sold retail at roadside stands, the mushroom average price as sold is a weighted average of the average price for each method of sale.

Agaricus Mushroom Yield and Dollar Volume per Square Foot of Growing Area – States, Regions, and United States: 2009-2010, 2010-2011, and 2011-2012

State and region ¹	Yield per square foot					
State and region	2009-2010	2010-2011	2011-2012			
	(pounds)	(pounds)	(pounds)			
Pennsylvania East	6.48 6.14	6.70 6.60	6.72 6.53			
Central	5.05	5.24	5.74			
California	6.22 11.32 6.13	5.94 10.85 5.86	5.92 10.38 5.90			
United States	6.01	6.30	6.33			
	(dollars)	Dollar volume per square foot (dollars)	(dollars)			
Pennsylvania East	5.68 5.72	(dollars) 5.93 6.22	(dollars) 6.09 6.50			
Central	8.72	8.99	9.93			
California	10.16 19.16 9.86	9.87 17.91 9.54	10.15 16.80 9.73			
United States	6.84	7.18	7.46			

¹ Regions - East: Delaware, Florida, Maryland, New York, Pennsylvania, and Tennessee. Central: Illinois, Oklahoma, Texas, and Wisconsin. West: California, Colorado, Hawaii, Montana, Oregon, Utah, and Washington.

Brown Mushrooms (Portabello and Crimini) Number of Growers, Sales, and Value – Regions and United States: 2009-2010, 2010-2011, and 2011-2012

[Brown mushrooms are part of Agaricus mushrooms]

Region ¹ and year	Growers	Volume of sales	Value	Region ¹ and year	Growers	Volume of sales	Value
	(number)	(1,000 pounds)	(1,000 dollars)		(number)	(1,000 pounds)	(1,000 dollars)
East 2009-2010	28 29 28	86,977 98,689 106,840	92,477 105,370 121,832	West 2009-2010 2010-2011 2011-2012	15 16 15	22,445 25,872 25,614	48,550 57,841 58,407
Central 2009-2010 2010-2011 2011-2012		10,884 12,678 13,709	27,023 29,485 32,391	United States 2009-2010 2010-2011 2011-2012	51 52 49	120,306 137,239 146,163	168,050 192,696 212,630

¹ Regions - East: Delaware, Florida, New York, Pennsylvania, and Tennessee. Central: Illinois, Oklahoma, Texas, and Wisconsin. West: California, Colorado, Hawaii, Montana, Oregon, and Washington.

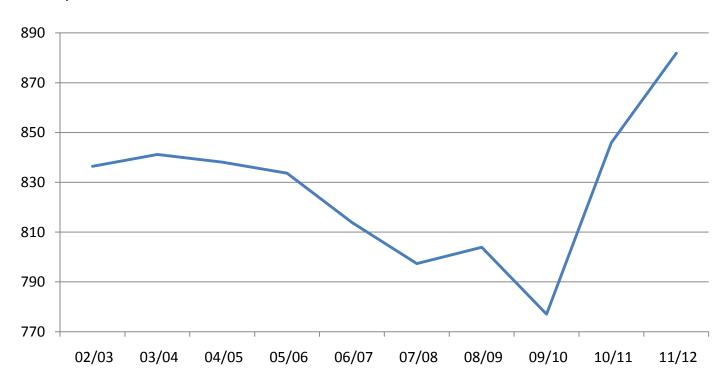
Agaricus Mushroom Sales and Percent of Total - United States: 2002-2012

[This table represents volume of sales at point of first sale. Mushrooms sold for fresh use, but used for processing are included under fresh market volume of sales]

Fresh market		Process	Total		
Year	Volume of sales	Percent	Volume of sales	Percent	volume of sales
	(1,000 pounds)		(1,000 pounds)		(1,000 pounds)
2002-2003	697,248 703,496 696,319 704,584 696,709	83 84 83 85 86	139,150 137,666 141,764 129,093 117,140	17 16 17 15 14	836,398 841,162 838,083 833,677 813,849
2007-2008 2008-2009 2009-2010 2010-2011 2011-2012	679,686 680,328 669,955 718,501 771,427	85 85 86 85 87	117,662 123,568 107,109 127,450 110,430	15 15 14 15 13	797,348 803,896 777,064 845,951 881,857

Agaricus Mushroom Volume of Sales - United States

Million pounds



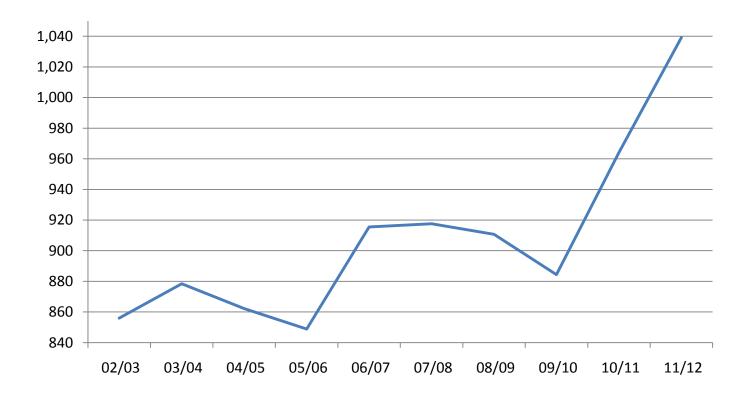
Agaricus Mushroom Price and Value by Utilization - United States: 2002-2012

	Fre	esh market	F	Processing		All sales	
Year	Price 1	Value	Price 1	Value	Price 1	Value	
	per	of	per	of	per	of	
	pound	sales	pound	sales	pound	sales	
	(dollars)	(1,000 dollars)	(dollars)	(1,000 dollars)	(dollars)	(1,000 dollars)	
2002-2003	1.120	778,307	0.558	77,676	1.020	855,983	
2003-2004	1.140	805,200	0.532	73,205	1.040	878,405	
2004-2005	1.140	796,493	0.463	65,699	1.030	862,192	
2005-2006	1.130	793,538	0.428	55,298	1.020	848,836	
2006-2007	1.210	840,560	0.640	75,001	1.120	915,561	
2007-2008	1.240	841,753	0.645	75,854	1.150	917,607	
2008-2009	1.240	841,021	0.564	69,637	1.130	910,658	
2009-2010	1.230	821,472	0.587	62,918	1.140	884,390	
2010-2011	1.240	887,839	0.599	76,353	1.140	964,192	
2011-2012	1.260	969,847	0.628	69,312	1.180	1,039,159	

¹ Prices for mushrooms are the average prices producers receive at the point of first sale, commonly referred to as the average price as sold. For example, if in a given State, part of the fresh mushrooms are sold F.O.B. packed by growers, part are sold bulk to brokers or repackers, and some are sold retail at roadside stands, the mushroom average price as sold is a weighted average of the average price for each method of sale

Agaricus Mushroom Value of Sales - United States

Million dollars



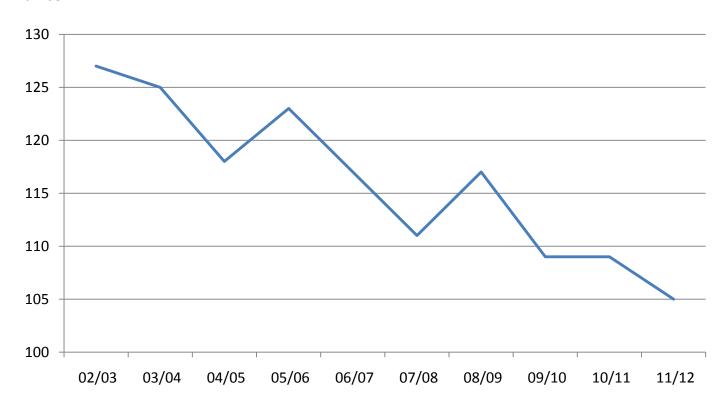
Agaricus Mushroom Number of Growers, Area in Production, Yield, and Dollar Volume per Square Foot – United States: 2002-2012

Year	Growers ¹	Area in production	Yield per square foot	Dollar volume per square foot
	(number)	(1,000 square feet)	(pounds)	(dollars)
2002-2003	127	141,844	5.90	6.03
2003-2004	125	146,510	5.74	6.00
2004-2005	118	143,093	5.86	6.03
2005-2006	123	142,550	5.85	5.95
2006-2007	117	145,743	5.58	6.28
2007-2008	111	136,011	5.86	6.75
2008-2009	117	134,533	5.98	6.77
2009-2010	109	129,268	6.01	6.84
2010-2011	109	134,266	6.30	7.18
2011-2012	105	139,331	6.33	7.46

¹ Estimates are based on growers with sales and include all known growing facilities.

Agaricus Mushroom Number of Growers - United States

Number



Agaricus Mushroom Growing Area Intended for Production by Utilization – States, Regions, and United States: July 2012-June 2013

State and	Intentions July 2012 - June 2013							
region ¹	Fresh market	Processed market	Total fillings	Percent of last year				
	(1,000 square feet)	(1,000 square feet)	(1,000 square feet)	(percent)				
California Pennsylvania Washington	20,449 75,592 1,146	200 7,146 -	20,649 82,738 1,146	101 101 100				
Other States ²	36,389	495	36,884	102				
East	92,840	7,641	100,481	102				
Central	(D)	(D)	14,965	101				
West	(D)	(D)	25,971	101				
United States	133,576	7,841	141,417	101				

⁻ Represents zero.

Agaricus Mushroom Number of Growers by Sales Category – United States: 2010-2011 and 2011-2012

Sales categories	Number of growers			
(million pounds)	2010-2011	2011-2012		
	(number)	(number)		
Over 20.0	10	11		
10.0 - 19.9	20	18		
5.0 - 9.9	11	18		
2.5 - 4.9	25	22		
1.0 - 2.4	23	21		
0.5 - 1.0	2	3		
Less than 0.5	18	12		

⁽D) Withheld to avoid disclosing data for individual operations.

Regions - East: Delaware, Florida, Maryland, New York, Pennsylvania, and Tennessee. Central: Illinois, Oklahoma, Texas, and Wisconsin. West: California, Colorado, Hawaii, Montana, Oregon, Utah, and Washington.

California, Colorado, Flawali, Nichtana, Oregon, Ctan, and Washington.
 Other States include Colorado, Delaware, Florida, Hawaii, Illinois, Maryland, Montana, New York, Oklahoma, Oregon, Tennessee, Texas, Utah, and Wisconsin.

Specialty Mushroom Number of Growers, Total Production, Volume of Sales, Price, and Value of Sales by Variety – United States: 2009-2010, 2010-2011, and 2011-2012

[Specialty mushroom estimates represent growers who have at least 200 natural wood logs in production or some commercial indoor growing area, and \$200 in sales]

Year	Growers ¹	Total production ²	All sales		
and variety			Volume of sales ³	Price per pound ⁴	Value of sales
	(number)	(1,000 pounds)	(1,000 pounds)	(dollars)	(1,000 dollars)
2009-2010					
Shiitake Oyster	185 80	6,684 6,294	6,417 5,840	2.75 2.56	17,650 14,940
Other	27	3,434	3,172	2.18	6,909
Total ⁵	221	16,412	15,429	2.56	39,499
2010-2011					
Shiitake	156	7,621	7,327	3.10	22,735
Oyster	83	8,199	7,742	2.37	18,387
Other	25	3,018	2,742	4.58	12,570
Total ⁵	198	18,838	17,811	3.01	53,692
2011-2012					
Shiitake	157	8,400	7,986	3.41	27,264
Oyster	76	7,476	7,005	2.55	17,876
Other	20	3,411	3,080	4.80	14,797
Total ⁵	189	19,287	18,071	3.32	59,937

¹ Growers counted only once for United States total if growing more than one specialty type mushroom. Growers growing Agaricus and specialty mushrooms are included.

² Total production includes all fresh market and processing sales plus amount harvested but not sold (shrinkage, cullage, dumped, etc.).

³ Virtually all specialty mushroom sales are for fresh market.

⁴ Prices for mushrooms are the average prices producers receive at the point of first sale, commonly referred to as the average price as sold. For example, if in a given State, part of the fresh mushrooms are sold F.O.B. packed by growers, part are sold bulk to brokers or repackers, and some are sold retail at roadside stands, the mushroom average price as sold is a weighted average of the average price for each method of sale.

⁵ 2009-2010: Arkansas, California, Connecticut, Delaware, Florida, Hawaii, Illinois, Indiana, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, New Hampshire, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington, West Virginia, and Wisconsin.

^{2010-2011:} Arkansas, California, Colorado, Connecticut, Florida, Georgia, Hawaii, Illinois, Indiana, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Vermont, Virginia, Washington, West Virginia, and Wisconsin.

^{2011-2012:} Arkansas, California, Colorado, Delaware, Florida, Hawaii, Illinois, Indiana, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, New Hampshire, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Vermont, Virginia, Washington, West Virginia, and Wisconsin.

Specialty Mushroom Area in Production by Variety – United States: 2009-2010, 2010-2011, and 2011-2012

[Specialty mushroom estimates represent growers who have at least 200 natural wood logs in production or some commercial indoor growing area, and \$200 in sales]

Vana	Area in production					
Year and variety	Natural wood outdoor logs	Natural wood undercover and indoor logs	All other production media			
	(1,000 logs)	(1,000 logs)	(1,000 square feet)			
2009-2010 Shiitake ¹ Oyster	117 (X)	87 (X)	1,246 638			
Other	(X)	(X)	360			
Total ²	117	87	2,244			
2010-2011 Shiitake ¹ Oyster	126 (X)	72 (X)	1,220 766			
Other	(X)	(X)	332			
Total ²	126	72	2,318			
2011-2012 Shiitake ¹ Oyster	151 (X) (X)	26 (X) (X)	1,497 689 329			
Total ²	151	26	2,515			

(X) Not applicable.

¹ Includes small quantity of logs producing Oyster and Other mushrooms. These logs are not published separately to avoid disclosure of individual operations.

² 2009-2010: Arkansas, California, Connecticut, Delaware, Florida, Hawaii, Illinois, Indiana, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, New Hampshire, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, Washington, West Virginia, and Wisconsin.

^{2010-2011:} Arkansas, Čalifornia, Colorado, Connecticut, Florida, Georgia, Hawaii, Illinois, Indiana, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Vermont, Virginia, Washington, West Virginia, and Wisconsin.

^{2011-2012:} Arkansas, California, Colorado, Delaware, Florida, Hawaii, Illinois, Indiana, Kansas, Kentucky, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, New Hampshire, New York, North Carolina, Ohio, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Vermont, Virginia, Washington, West Virginia, and Wisconsin.

Agaricus Mushrooms

Agaricus mushroom volume of sales totaled 882 million pounds, up 4 percent from the 2010-2011 season. Pennsylvania accounted for 62 percent of the total volume of sales and second-ranked California contributed 14 percent. The value of the Agaricus crop was estimated at \$1.04 billion dollars, up 8 percent from the 2010-2011 season. Brown mushrooms, including Portabello and Crimini varieties, accounted for 146 million pounds, up 7 percent from last season. Brown mushrooms accounted for 17 percent of the total Agaricus volume sold and 20 percent of the total Agaricus value.

The total number of Agaricus growers in the United States, at 105, is 4 less than last season. Growers with sales exceeding 10 million pounds accounted for 72 percent of United States Agaricus production, or 636 million pounds.

United States fresh market production of Agaricus mushrooms totaled 771 million pounds, up 7 percent from the previous season, while processed production, at 110 million pounds, is 13 percent below the previous season. Growers reported United States fresh market production made up 87 percent of total sales volume, while processed production represented the remaining 13 percent. Grower total filling intentions for the 2012-2013 crop are 141 million square feet, up 1 percent from the total fillings in the 2011-2012 season.

The 60 growers of Agaricus mushrooms in Chester County, Pennsylvania produced 399 million pounds, decrease of 1 percent compared to the 2010-2011 growing season. This production was valued at 366 million dollars, up less than 1 percent from last season. The growing area in Chester County was 12.4 million square feet, down 4 percent from the previous growing season. Total fillings were 60.9 million square feet, down 0.7 percent from the 2010-2011 growing season.

Specialty Mushrooms - Shiitake, Oyster, and all Other Exotics

Value of sales for commercially grown specialty mushrooms in 2011-2012 totaled 59.9 million, up 12 percent from the 2010-2011 season. A specialty grower is defined as having at least 200 natural wood logs in production or some commercial indoor growing area, and \$200 dollars or more in sales. The average price per pound received by growers, at \$3.32, is up 31 cents from the previous season.

Certified Organic Agaricus and Specialty Mushrooms

Growers produced 32.2 million pounds of mushrooms that were certified organic during the 2011-2012 growing season, 3 percent above 2010-2011. Sixty-one percent of the total, or 19.7 million pounds, were sold as certified organic mushrooms. This is up 4 percentage points from the 2010-2011 crop year. Agaricus mushrooms accounted for 68 percent of the mushrooms sold as certified organic, while all specialty mushrooms made up the remainder. The total certified organic sales of all mushrooms represent 2 percent of the 2011-2012 total mushroom sales. The number of certified organic mushroom growers totaled 51, up 3 growers from the previous season. These growers represent 18 percent of the 279 total mushroom producers.

Statistical Methodology

Survey procedures: Grower surveys are conducted in preparation for this report. All known commercial mushroom producers are contacted utilizing mail, telephone, and personal enumeration. Unless other specific arrangements are made, data collection for multi-State operations is conducted by the State in which the firm's headquarters is located. Information is collected for Agaricus (including White Button, Crimini, and Portabello) and specialty mushrooms.

Estimating procedures: Information obtained from the mushroom grower surveys is used to establish estimates of number of growers, area in production, yield per square foot, utilization, volume of sales, average price per pound, and value of sales. Estimates are also prepared for the total amount of mushrooms grown as certified organic, quantity sold from mushrooms certified as organically produced and the number of certified organic growers.

Revision policy: All mushroom estimates, except intentions, are subject to revision the following year based on a thorough review of all available data.

Reliability: The mushrooms grower surveys are subject to non-sampling errors, such as omissions, duplication, and mistakes in reporting, recording, and processing the data. These errors cannot be measured directly, but are minimized through rigid quality controls in the data collection process and a careful review of all reported data for consistency and reasonableness.

Information Contacts

Listed below are the commodity statisticians in the Crops Branch of the National Agricultural Statistics Service to contact for additional information. E-mail inquiries may be sent to nass@nass.usda.gov

Lance Honig, Chief, Crops Branch	(202) 720-2127
Jorge Garcia-Pratts, Head, Fruits, Vegetables and Special Crops Section	(202) 720-2127
Debbie Flippin – Fresh and Processing Vegetables, Onions, Strawberries	(202) 720-2157
Fred Granja – Apples, Apricots, Cherries, Plums, Prunes, Tobacco	(202) 720-4288
Chris Hawthorn – Citrus, Coffee, Grapes, Sugar Crops, Tropical Fruits	(202) 720-5412
Dave Losh – Hops	(360) 709-2400
Dan Norris – Austrian Winter Peas, Dry Edible Peas, Lentils, Mint,	
Mushrooms, Peaches, Pears, Wrinkled Seed Peas, Dry Beans	(202) 720-3250
Daphne Schauber – Berries, Cranberries, Potatoes, Sweet Potatoes	(202) 720-4285
Erika White - Floriculture, Maple Syrup, Nursery, Tree Nuts	(202) 720-4215

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For more information on NASS surveys and reports, call the NASS Agricultural Statistics Hotline at (800) 727-9540, 7:30 a.m. to 4:00 p.m. ET, or e-mail: nass@nass.usda.gov.

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USDA Data Users' Meeting Monday October 22, 2012

Crowne Plaza Chicago-Metro Chicago, Illinois 60661 312-829-5000

The USDA's National Agricultural Statistics Service will be organizing an open forum for data users. The purpose will be to provide updates on pending changes in the various statistical and information programs and seek comments and input from data users. Other USDA agencies to be represented will include the Agricultural Marketing Service, the Economic Research Service, the Foreign Agricultural Service, and the World Agricultural Outlook Board. The Foreign Trade Division from the Census Bureau will also be included in the meeting.

For registration details or additional information for the Data Users' Meeting, see the NASS homepage at http://www.nass.usda.gov/meeting/ or contact Vernita Murray (NASS) at 202-690-8141 or at usda.gov.

This Data Users' Meeting precedes an Industry Outlook Meeting that will be held at the same location on Tuesday October 23, 2012. The Outlook meeting brings together analysts from various commodity sectors to discuss the outlook situation. For registration details or additional information for the Industry Outlook Meeting, see the Livestock and Marketing Information Center (LMIC) homepage at http://www.lmic.info/ or contact Erica Rosa 303-236-0461 at rosa@lmic.info or Laura Lahr 303-236-0464 at lahr@lmic.info/.